

Global event celebrating women in practical, hands-on professions returning for second year.



After becoming a success in 2022, **Women in Trade Day (Worldwide) (WITDW)** is back for a second year, celebrating women around the world who work with tools. From hammers to wrenches, microphones to measuring tapes, the event is designed to shine a spotlight on women in trades typically dominated by men.

WITDW is the brainchild of Janet Kirlew, who founded Women in Trade magazine in 2013. Janet strives to support and empower women in every kind of trade and with every kind of skill set, like those working in manufacturing, construction, education, fashion, food, media and STEM.

She says “In 2012, I moved to a new area and wanted to find women to dress my windows, plumb in my washing machine, and do electrical work on my property. I knew a few outstanding tradesmen, but the feminine approach was more appealing. I started to wonder where these women were and how I could hire them. After a fruitless search, I knew I had to do something about it.”

Doing “something about it” began as a list of female tradespeople to share, which grew into the Women in Trade Magazine as Janet found inspiration in real-life stories of those working in various trades. It has since expanded to include a Spotify podcast “Women in Trade: The Hats are Off!”, which Janet produces and hosts, interviewing women from different trades and businesses.

“I love the way the women open up about their journeys”, Janet says. “The more I speak with them, the more I get to find out surprising things.”

In the wake of these successes, Janet was inspired to create a day to celebrate women working in trades worldwide.

“Thank you to all the women who keep our roads clean and safe, stop our walls from caving in, keep our aircrafts tip-top, and work behind the scenes.”

WITDW 2022 was the first official day recognising and showing appreciation for the work done by women in trades, while acknowledging how we have overcome the barriers to opportunities. This year we want to continue to embrace all women in trades, while emphasising the challenges around the world that many women still face.

When facing challenges, we often think of societal barriers that women face, but highlighting the personal challenges are equally as important, especially as our well-being impacts directly on how we progress in our careers. Every woman deserves good mental health and the opportunity to succeed in a career she loves, whatever that might be.

It is vital that Women in Trade Day (Worldwide) is a **positive call to action** to highlight how far we have come, celebrate our successes together, and inspire the next generation to learn a trade.

Celebrities took part

Jean Johansson, presenter of Channel 4 TV’s “A Place in the Sun” celebrated WITDW 2022, saying: “Women in Trade Day is an extremely important day to mark working women—in any trade. The TV industry, in particular, can be male-dominated, particularly behind the camera and in jobs like sound, editing, and producing.”



2022's campaign girl was Rebecca Jackson – the racing driver, motoring journalist and TV presenter who started racing in 2011, reached international racing level, and is now known as a motoring expert and stunt/precision driver – showing that even some of the most traditionally masculine trades are areas where women can and should thrive.



Ways to Get Involved

Send Us Photos Celebrating Your Trade WITDW is for women everywhere! To be part of the celebration, send Women in Trade a photo of yourself holding your favourite tool and write a blurb explaining why this tool is important and what you use it for. Do you have a story about how this tool has changed your life, or changed someone else's?

Please submit high-resolution portrait images that you would be proud to see featured on our website or social media. Send the images to wit-press@outlook.com and include your name, social media handles, and the details of your job. To learn more about the guidelines for acceptable images, please contact us before taking your photo.

Campaign Competition – The Face

We want you to join us! We choose a different woman to be the face of WITDW every year. If you feel you would be a strong candidate to represent WITDW in 2024, please get in touch, share your picture with the caption #WITDW2024, and tell us why you should be chosen.

ENDS

For more information contact Kirsty Lockwood-Price at wit-press@outlook.com

Note to editors

Images are available on request.

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